

Alain d'Astous

Contact Information

HEC Montréal

3000, chemin de la Côte-Sainte-Catherine, Montréal (Québec) CANADA H3T 2A7

Phone: (514) 340-6416 alain.dastous@hec.ca

Academic Background

Ph.D. University of Florida, 1985.

M.Sc. Université de Sherbrooke, 1978.

B.Sp.Adm. Université du Québec à Rimouski, 1975.

University Experience

HEC Montréal Professor (1999-2020); Chairman, Marketing Department (2001-2004); Associate Director of the School (2005-2008); Ph.D. Program Director (2010-2015); Emeritus Professor (2025) and retired active researcher (2020-now).

Université Laval Assistant Professor (1982-1983).

Université de Sherbrooke Assistant Professor (1983-1988); Professor (1989-1999); Vice-Dean, Research and Graduate Studies (1987-1990); Chairman, Marketing Department (1991-1994).

Visiting Scholar EIASM (Belgium) (1990); ESSEC (France) (1996); Università Bocconi (2004); University of Canterbury (2005); University of Technology Sydney (2016); Université Paris Dauphine (2017).

Selected Accomplishments

Scholarships Government of Québec, 1976-1978; 1979-1982; Government of Canada, 1979-1982; 1984; Government of Québec and France, 1996-1997; University of Canterbury, New-Zealand, 2005; Government of Québec (MELS), 2009-2018.

Member of Editorial Boards *Journal of Public Policy & Marketing* (2002-2007); *Canadian Journal of Administrative Sciences* (1997-2005, Marketing Area Editor, 2002-2005); *International Journal of Research in Marketing* (1993-1998), *Recherche et Applications en Marketing* (1995-2002, 2005-2014), *Revue Française du Marketing* (2012-2018); *Journal of Advertising* (2015-2022); *International Marketing Review* (2008-2023); *Psychology & Marketing* (2002-2022), *Journal of Consumer Policy* (since 2005).

Occasional Reviewer *Journal of Retailing*, *Journal of Consumer Affairs*, *Journal of Business Ethics*, *Journal of Business Research*, and many others.

Alain d'Astous

Awards and Distinctions

Fellow, Royal Society of Canada (2020).
Outstanding Reviewer: *International Marketing Review* (2016 and 2018); *European Journal of Marketing* (2015).
Best Paper Awards: ASAC (1991); ASAC (1994); MCB University Press (1995); Multicultural Marketing Conference (2002); ASAC (2007); ANZMAC (2012).
Awards of Excellence, Ministry of Education, Government of Québec for a Marketing Research textbook (2000) and for a Consumer Behavior textbook (2002).
Honorable Mention, American Psychological Association 1986 Dissertation Competition (Consumer Psychology Division).

Research Funding

As the principal investigator:

SSHRC 5,000\$ (1986-1987); 4,912\$ (1987-1988); 29,900\$ (1987-1989); 13,528\$ (1990-1991); 51,008\$ (1992-1995); 85,070\$ (2011-2014).

CIDA 10,000\$ (1993).

ADSAGSM 20,000\$ (1997-1998).

As a co-researcher:

FQRSC 81,900\$ (2002-2005); 183,744\$ (2006-2010); 210,320\$ (2010-2014).

SSHRC 139,213\$ (2003-2006); 142,500\$ (2008-2011); 66,194\$ (2009-2012).

Involvement in Doctoral Dissertations

As a supervisor:

Iness Hadj Said (HEC Montréal; completed 2008), Lilia Boujbel (HEC Montréal; completed 2009), Veneta Sotiropoulos (HEC Montréal; completed 2011), Benjamin Boeuf (HEC Montréal; co-supervision with François A. Carrillat; completed 2015), André Courchesne (HEC Montréal; co-supervision with François Colbert, completed 2019).

As an external examiner:

Said Zouiten (HEC Montréal), Serge Carrier (UQAM), Sylvain Sénécal (HEC Montréal), Riadh Ladhari (Université Laval), Ravi Pappu (U. of New England, Australia), Nawel Amrouche (HEC Montréal), Miguel Morales (Université Laval), John Nadeau (Carleton University), Jane Scott (University of New South Wales, Australia), Dania Mouakhar-Klouz (Université Paris-Dauphine), Brigitte Prud'homme (UQTR), Alex Settimi Sohler (Deakin University, Australia), Mohammad Abdur Rob Dewan (Swinburne University of Technology, Australia).

Selected Peer-Reviewed Journal Articles

Since 1987, 105 articles. Google Scholar statistics (November 19, 2025): total citations = 12,268; 33 articles with 100 citations or more; h-index = 49 (31, since 2020). In the top 5% of HEC Montréal's Faculty (about 300 professors) as regards the number of citations: <https://www.hec.ca/nouvelles/2025/influence-recherche-plusieurs-membres-corps-professoral-distinguent.html>

Colbert, F., A. d'Astous, and P. Lamoureux (forthcoming), "Marketing the Arts: A Quantitative Literature Review," *International Journal of Arts Management*.

d'Astous, A. and D. Mouakhar-Klouz (2022), "Self-gift Giving and Satisfaction with Life: A Behavioural Tendency Perspective," *International Journal of Consumer Studies*, Vol. 46, No. 1, 268-278.

Courchesne, A., A. d'Astous, and F. Colbert (2021), "Socialization of Cultural Consumers in the Family: A Synthesis of 50 years of Marketing Research," *International Journal of Arts Management*, Vol. 23, No. 4, 10-20 (lead article).

Charette, F. and A. d'Astous (2020), "Country Image Effects in the Era of Protectionism," *Journal of International Consumer Marketing*, Vol. 32, No. 4, 271-286 (lead article).

d'Astous, A., F. A. Carrillat, and A. Przybysz (2020), "Legitimacy and Sincerity as Leveraging Factors in Social Sponsorship: An Experimental Investigation," *International Journal of Advertising*, Vol. 39, No. 4, 504-522.

Boeuf, B., F. A. Carrillat, and A. d'Astous (2019), "Interference Effects in Competitive Sponsorship Clutter," *Psychology & Marketing*, Vol. 35, No. 12, 968-979.

Mouakhar-Klouz, D., A. d'Astous, and D. Darpy (2016), "I'm Worth It or I Need It? Self-Gift Giving and Consumers' Self-Regulatory Mindset," *Journal of Consumer Marketing*, Vol. 33, No. 6, 447-457.

Boujbel, L. and A. d'Astous (2015), "Exploring the Feelings and Thoughts that Accompany the Experience of Consumption Desires," *Psychology & Marketing*, Vol. 32, No. 2, 219-231.

Carrillat, F. A., A. d'Astous, F. Bellavance, and F. Eid (2015), "On 'Being There': A Comparison of the Effectiveness of Sporting Event Sponsorship among Direct and Indirect Audiences," *European Journal of Marketing*, Vol. 49, No. 3/4, 621-642.

Carrillat, F. A., A. d'Astous, and M.-P. Charette Couture (2015), "How Corporate Sponsors Can Optimize the Impact of their Message Content: Mastering the Message – Improving the Processability and Effectiveness of Sponsorship Activation," *Journal of Advertising Research*, Vol. 55, No. 3, 255-269.

Carrillat, F. A., P. Solomon, and A. d'Astous (2015), "Brand Stereotyping and Image Transfer in Concurrent Sponsorships," *Journal of Advertising*, Vol. 44, No. 4, 300-314 (lead article).

d'Astous, A. and M. Di Gaspero (2015), "Heuristic and Analytic Processing in Online Sports Betting," *Journal of Gambling Studies*, Vol. 31, No. 2, 455-470.

Alain d'Astous

- Carrillat, F. A. and A. d'Astous (2014), "Power Imbalance Issues in Athlete Sponsorship versus Endorsement in the Context of a Scandal," *European Journal of Marketing*, Vol. 48, No. 5/6, 1070-1091.
- Carrillat, F. A., A. d'Astous, and H. Christianis (2014), "Guilty by Association: The Perils of Celebrity Endorsement for Endorsed Brands and their Direct Competitors," *Psychology & Marketing*, Vol. 31, No. 11, 1024-1039.
- Carrillat, F. A., A. d'Astous, and E. Morissette Grégoire (2014), "Leveraging Social Media to Enhance Recruitment Effectiveness: A Facebook Experiment," *Internet Research*, Vol. 24, No. 4, 474-495.
- Carrillat, F. A., A. d'Astous, and J. Lazure (2013), "For Better for Worse? What to Do when Celebrity Endorsements Go Bad?," *Journal of Advertising Research*, Vol. 53, No. 1, 15-30 (lead article).
- d'Astous, A. and A. Legendre (2009), "Understanding Consumers' Ethical Justifications: A Scale for Appraising Consumers' Reasons for Not Behaving Ethically," *Journal of Business Ethics*, Vol. 87, No. 2, 255-268.
- Ahmed, S. A. and A. d'Astous (2008), "Antecedents, Moderators, and Dimensions of Country-of-Origin Evaluations," *International Marketing Review*, Vol. 25, No. 1, 75-106.
- d'Astous, A. and L. Boujbel (2007), "Positioning Countries on Personality Dimensions: Scale Development and Implications for Country Marketing," *Journal of Business Research*, Vol. 60, No. 3, 231-239.
- d'Astous, A. and J. Deschênes (2005), "Consuming in One's Mind: An Exploration," *Psychology & Marketing*, Vol. 22, No. 1, 1-30. (lead article)
- d'Astous, A. (2000), "Irritating Aspects of the Shopping Environment," *Journal of Business Research*, Vol. 49, No. 2, 149-156.
- d'Astous, A. and F. Chartier (2000), "A Study of Factors Affecting Consumer Evaluations and Memory of Product Placements in Movies," *Journal of Current Issues and Research in Advertising*, Vol. 22, No. 2, 31-40.
- d'Astous, A. and N. Séguin (1999), "Consumer Reactions to Product Placements Strategies in Television Sponsorship," *European Journal of Marketing*, Vol. 33, No. 9-10, 896-910.
- d'Astous, A. and N. Touil (1999), "Consumer Evaluations of Movies on the Basis of Critics' Judgments," *Psychology & Marketing*, Vol. 16, No. 8, 677-694.
- d'Astous, A. and P. Bitz (1995), "Consumer Evaluations of Sponsorship Programmes," *European Journal of Marketing*, Vol. 29, No. 12, 6-22.
- d'Astous, A. (1990), "An Inquiry into the Compulsive Side of 'Normal' Consumers," *Journal of Consumer Policy*, Vol. 13, 15-31.

Alain d'Astous

Books and Published Pedagogical Materials

Colbert, F. and A. d'Astous (2021), *Le consommateur d'art et de culture : Une perspective marketing*, Chaire de gestion des arts Carmelle et Rémi-Marcoux, HEC Montréal, Presses HEC Montréal, 121 p. (ISBN 978-2-9808602-9-4).

Colbert, F. and A. d'Astous (2022), *Consumer Behaviour and the Arts: A Marketing Perspective*, Routledge, London, 139 p. (ISBN: 978-0-367-20730-4 – paperback). This is the English version of the book titled “*Le consommateur d'art et de culture : Une perspective marketing*” (see above).

d'Astous, A. (2019), *Le projet de recherche en marketing*, 6th edition, Chenelière Éducation, Montréal, 460 p. (ISBN 978-2-7650-7862-3).

d'Astous, A. (2019), *Le projet de recherche en marketing, Guide d'enseignement, solutions et diaporamas*, 6th edition, Chenelière Éducation, Montréal (available online).

d'Astous, A., P. Balloffet, N. Daghfous, and C. Boulaire (2018), *Comportement du consommateur*, 5th edition, Chenelière Éducation, 544 p. (ISBN 978-2-7650-5577-8).

d'Astous, A., N. Daghfous, C. Boulaire, and P. Balloffet (2018), *Comportement du consommateur, Guide d'enseignement, solutions et diaporamas*, 5th edition, Chenelière Éducation, Montréal (available online).

d'Astous, A., F. Marticotte, and J.-P. Sallenave (2010), *Le marketing, de l'idée à l'action*, 4th edition, Editions Marie-France, Montréal, 480 p. (ISBN 978-2-89661-007-5).

d'Astous, A., R. S. Tirado, and S. P. Sigué (2003), *Investigación de mercados*, Grupo Editorial Norma, Bogotá, Colombia, 469 p. (ISBN 958-04-7321-8). This is the translation and adaptation in Spanish of the second edition of the book titled “*Le projet de recherche en marketing*” (see above).

d'Astous, A. (1999), *Analyse des données commerciales, Cahier d'apprentissage*, Centre collégial de formation à distance, Collège de Rosemont, 374 p. (ISBN 2-89452-270-3).

d'Astous, A. (1993), *Introduction à l'analyse des données issues d'une enquête*, Guérin Éditeur, Montréal, 182 p. (ISBN 2-7601-3339-7).

d'Astous, A. (1989), *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada*, Marketing Division, Montréal, Québec (editor).

November 2025